

The Hospitality Industry

Chapter 8.2

Hotels Classified by...

- Size
- Location
- Guest Profile
- Price Tier
- Corporate Structure

Urban Hotels

- Large properties in the center of a city



Amenity

- Anything that makes an experience more pleasant
- The most popular amenity:
 - Shampoo



Function Rooms

- Large and small public rooms
- Rental of rooms for banquets, conventions, and meetings



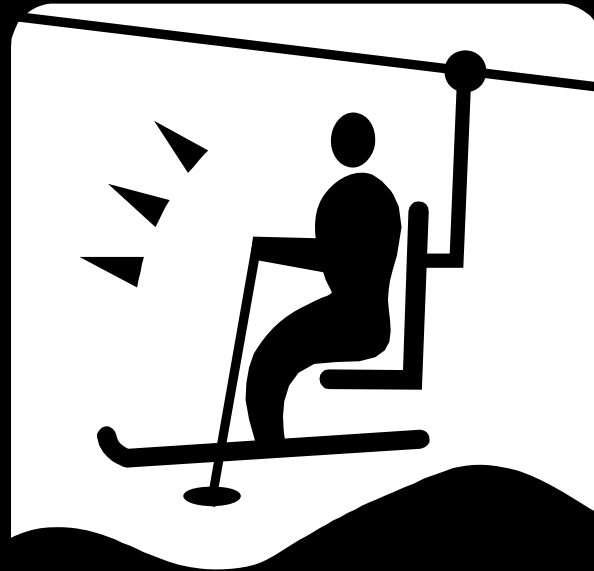
Health Club

- 57% of travelers pick a hotel based on whether they have a health club



Resorts

- Hotels dedicated to fun in the sun, scenery, or snow



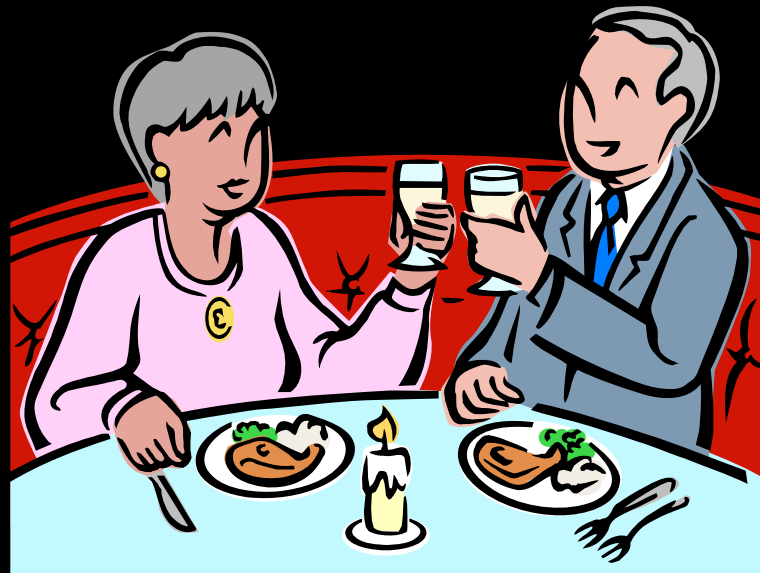
Islands

- Magnets for travelers



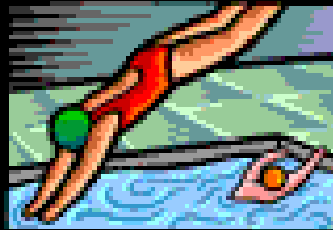
Club Med

- Meals, Wine, Sports Facilities, and Entertainment



All-Inclusive

- A resort in which meals, recreation, entertainment, and other amenities that usually cost extra are included in the price



Casinos

- Gaming Entertainment
- Las Vegas is second only to Walt Disney World as the favorite destination in the United States



Ski Resorts

- Problem – Seasonality
- Solution – Developed other attractions:
 - Fall – Leaf Watching
 - Summer – Hiking and Biking



Where did that come from?

- Spa – A town in Belgium noted for its mineral water
- Motel – A combination of the words motor and hotel

Growing Industry

- Motel growth after WWII was due to the growth of the interstate highway system
- Airport Hotels – hotel segment has developed faster and made more money than any other segment of the lodging industry
- Business Travelers are the target market for airport hotels

Courtesy Buses

- Minivans that transport guests and their luggage back and forth between airport and hotel

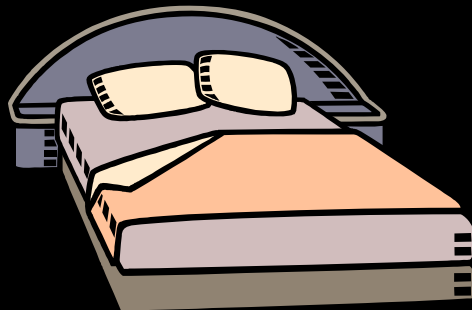


Suites

- A hotel unit that separates the living area from the sleeping area in some way
- Business Travelers
- Families
- Extended-Stay Guests

Bed and Breakfast

- A room for rent in a private home, and the price for the night's lodging includes breakfast
- More than 50% of Bed and Breakfast bookings come from the Internet



France

- Some of the most delicious meals in France are at Hotels
- Dinner begins at 8 or 9 and can last more than 3 hours



Dude Ranch

- Trail Rides
- Fly Fishing
- Hunting
- Whitewater Rafting
- Barn Dancing
- Children's Programs



Paradores

- Spain
- “Halting Place”



International Hotels

- Portugal - Pousadas
- Japan – Ryokans
 - Hundreds of years ago
 - Japanese Culture



Short-Term Rentals

- Kitchens
- Linens
- Bedding
- Maid Service

